WHAT <u>HAPPENED</u> WHEN SMOKERS CHANGED TO PHILIP MORRIS?

Every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.*

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Write for reprints of published studies on the comparative irritant properties of cigarettes. Address Philip Merris & Co., Ltd., Inc., 119 Fifth Avenue, New York

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